



# TRAVEL & TOURISM

A-LEVEL

**Examination Board: WJEC**

## Course content:

This is a new course and if you have any query, please contact Mr Hawksworth, Head of Sixth Form for more information. 01531 638452 or [m.hawksworth@jmhs.hereford.sch.uk](mailto:m.hawksworth@jmhs.hereford.sch.uk).

Below is shown an outline of the course which will give you some idea of what studying it at Level 3 would entail.

The full GCE in Travel and Tourism involves students studying eight distinct topics which are assessed through a mixture of exam and portfolio tasks. The units are listed below. There is an option to complete fewer units to achieve an AS award.

1	Introducing Travel And Tourism	Written exam paper
2	Tourism Destinations	Portfolio
3	Marketing The Tourist Industry	Written exam paper
4	Working With Customers	Portfolio
5	Tourist Developments And Their Impacts	Written exam paper
6	Trends And Issues In The Tourist Industry	Portfolio
7	Managing Tourist Organisations	Written exam paper
8	Event Management	Portfolio

## Skills Acquired

Students over the course of the programme will develop their skills in three main areas which are all equally valuable to future employment, apprenticeship and further education routes:

- cognitive and problem-solving skills: critical thinking, applying creative solutions, use of systems and technology
- intra-personal skills: communicating and working collaboratively, self-presentation, customer service skills
- inter-personal skills: self-management, adaptability, resilience, self-development

## Possible careers:

A wide variety of careers within the tourist and travel sector such as travel agents, tour operators, transport manager but also a whole series of employment pathways in the areas of sales, marketing and customer service, including retail and the public sector.

## Progression

A large number of Universities offer undergraduate courses in Travel, Tourism and Events Management. The course would also be a good platform for those going on to study more general degree courses in Marketing or Business studies. Combined with a Modern Foreign language and or Geography the course would also suit further study in these areas. Equally the course would provide a good foundation for those looking to pursue higher level apprenticeships in Business Administration, Marketing and Retail.

## Prior experience:

A minimum of Grade C (*new grade 4*) in English and Mathematics is required. Completion of the Level 2 BTEC, although useful, will not be an essential requirement to study this course.